



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

re U.S. Patent Application of:

Ta-Ching PONG

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Examiner: N. Vu

Attorney Docket: PONG3002beu

Confirmation No.: 9271

For: System And Method For Insertion And Modification Of Advertisements

AMENDMENT AND RESPONSE

Honorable Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA. 22313-1450

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JAN 22 2004

Technology Center 2600

Sir:

This paper is in response to the Official Action dated November 21, 2003.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 5.

#5/B  
W. L. Lounsbury  
4/14/04